



VICE PRESIDENT OF SALES

Location: New York City or tri-state area

WHO WE ARE:

Banza is on a mission to make nutritious food more accessible. Our first product, a delicious pasta made from chickpeas, is the fastest growing pasta brand in the country. In just four years we've gone from an idea to a product in 11,000 stores, and today Banza is the #1 pasta brand in Whole Foods and Target and the #1 better-for-you pasta brand in the country. We've been named one of TIME's 25 Best Inventions of the year, appeared on The Today Show and Good Morning America, been in the New York Times, and most importantly, brought a better pasta to millions of happy customers. Now, we're transforming mealtimes across the country with our recently launched chickpea mac & cheese and chickpea rice, and we're still just getting started.

YOUR MISSION:

Banza has grown to date with an analytical mindset, a scrappy sales approach, and a passionate team. We want to accelerate our growth while staying analytical, scrappy, and passionate, and are looking for a sales leader to take up that mantle. We've grown 5x in the last two years, and plan to grow 5x more in the next four. You will lead and develop our existing team, design and implement sales strategies across all key accounts in Grocery, Natural, and Club, and execute those plans through meetings, materials, and communication. As a senior leader on the team, you'll have a key voice in how we advance our mission and build our business.

WHAT YOU'LL DO:

- **Team Leadership:** Serve as the head of sales for the company, be a dedicated manager for your team, and patiently build a world class organization.
- **Sales Strategy:** Continually create, update, and implement strategic plans by channel and account, with a focus on long-term goals, and an awareness of short-term tactical opportunities.
- **Account Management:** Hands-on communication, relationship-building, and selling to accounts. Bring retailer-specific awareness for how to best navigate challenging situations and competing priorities.
- **Broker Management:** Rigorously manage and evaluate broker partners, building the network over time.
- **Distributor Management:** Own our overall approach to optimizing distribution relationships.
- **Channel Development:** Work across Grocery, Natural, Club, eComm, and Foodservice to build a path forward with flexibility and optionality.
- **Analytical Leadership:** Bring an approach strong in quantitative and financial metrics, as well as one that shows a deep understanding of how retail works, and how to best position a brand to win long-term.

WHO YOU ARE:

- BA/BS required.
- 10-20+ years' experience in CPG sales.
- Growth-oriented, you enjoy the fast pace, relentless competing demands, and opportunity for ownership of growing a company 100% YoY, and have experience doing so.
- Committed to managing and developing talent – 5+ years' experience as a team lead, with significant past performance management and hiring responsibility.
- Extremely analytical – someone who looks at retailer data for fun and finds stories within it.
- A strategic thinker and adept problem solver who can create win-win partnerships even in challenging circumstances. Experience creating relationships at all levels of a customer (e.g. top to top).
- A trailblazer with a manager's brain, who thrives on a healthy mix of original problem solving and innovation, daily grind, and big-picture strategy.
- Up to 50% travel.
- Must love Banza!

HOURS & COMPENSATION

Competitive salary, equity, and bonus, commensurate with experience.

TO APPLY:

Email jobs@eatbanza.com with subject "Application for Vice President of Sales – [your name]" and include your resume, plus a cover letter describing why you want to join Banza and would be a great fit in this role.